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MIDDLESEX RESEARCH CENTER, INC.

3413½ M STREET, N.W. ● WASHINGTON, D.C. 20007 ● (202) 333-1925

25 April 1983

Harry Fitzwater
Administration Deputy Director
Central Intelligence Agency
Statutory Offices
Washington, D.C. 20505

18-3

Dear Mr. Fitzwater:

Middlesex Research Center has designed a seminar especially for government managers and administrators who need to know how to use the power of small computers. By working closely with line managers and administrators in virtually every sector of the Federal government, we have been able to prepare a seminar that is both timely and responsive to the needs of the government manager.

The rapid evolution of microcomputer technology over the past few years has made it possible to perform tasks within your own office that, until recently, required the use of large, expensive computers and the services of specialized systems analysts, programmers, and operators. The microcomputer can bring the power of this technology out of the specialized realm of the ADP center and into the mainstream of your management operations.

The initial sessions of our new seminar have been enthusiastically received by the attendees. This is a sample of the reaction of some of the attendees:

- "The entire course was well put together ... class size about right and availability of equipment, good."

- "You provided a lot of good information in an unbiased manner in a short period of time - Well done!"

- "Excellent update on the state of the art."

The enclosed brochure provides summary information about the seminar. We are limiting each session to 30 attendees so that you will get as much hands-on experience as you need. Note also that we are offering a choice of course dates and locations. Since several of the workshops have been sold out, please do not hesitate to call in your registration (333-1925). We look forward to hearing from you.

Sincerely yours,

MIDDLESEX RESEARCH CENTER, INC.

STAT

President

Middlesex Research Center
Institute for Public Management Education
3413½ M Street, N.W. • Washington, D.C. 20007
(202) 333-1925

REGISTRATION FORM

Name:_____

Position Title:_____

GS Grade (or equivalent): _____

Department or Agency:_____

Office Mailing Address:_____

_____

Office Telephone (Code and Ext.): _____
(Direct Dial): _____

USING small COMPUTERS:
FOR GOVERNMENT MANAGERS

June 6, 7, 8 or 15, 16, 17, 1983
SEMINAR FEE: $535

Person to be notified concerning acceptance of this registration:

Name:_____ Title: _____

Office Address: _____

_____

Office Telephone (Code and Ext.): _____
(Direct Dial): _____

PLEASE ATTACH PURCHASE ORDER OR Furnish
Following Information for Payment:

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MIDDLESEX RESEARCH CENTER

USING small COMPUTERS:

JUNE 6, 7, 8, 1983
OR
JUNE 15, 16, 17, 1983

FOR GOVERNMENT MANAGERS

STOUFFER'S
NATIONAL
CENTER
HOTEL

YOU CAN LEARN TO USE ONE OF THE NEW DESK TOP MICROCOMPUTERS

The current generation of microcomputer is inexpensive, powerful and, most importantly, designed to accommodate general purpose software that can be understood and effectively used by managers with no computer background. The technology is ready, and more and more, governmental managers are beginning to use this powerful new tool in their own operations.

WHAT YOU WILL LEARN:

☐ How to operate a personal computer and such accessories as printers, disk drives, and telecommunications modems.

☐ How to use such "electronic" spread sheets as Visicalc or Supercalc in laying out program plans and developing organizational budgets.

☐ How to construct simple analytic models that permit you to address the potential future impact of a wide range of assumptions and "What if" questions concerning your program.

☐ How to establish data files that can be readily accessed and easily transformed into the report formats that you specify and select.

☐ How to use graphics software to build project schedules, construct graphs, and plot trends.

☐ How to use personal computers to transmit data and memoranda around the office or across the country.

☐ How to use personal computers to handle such day-to-day information needs as telephone listings, suspense files, status of key projects, or maintenance of up-to-the-minute budgetary "cuff" records.

WHO SHOULD ATTEND?

The Government Line Manager responsible for a program or a functional organization — **not** the computer specialist!

Executive and line managers with little (if any) previous computer experience are finding the personal computer or "micro" to be a powerful tool in assisting them in managing their programs and organizations. More and more government managers at all levels are using personal computers to plan and budget their programs, to provide accurate and rapid answers to "What if?" questions concerning program contingencies, to transmit data and reports among regional and area offices, and to keep track of a wide variety of information from telephone numbers to legislative hearing schedules. Using "User friendly, off-the-shelf" software packages, managers are able to utilize personal computers in their day-to-day activities with little more effort than that required to operate a hand-held calculator.

A HANDS-ON WORKSHOP

This is not a course that focuses on the "bits, bytes, bauds" and other technical aspects of computers. A computer will be provided for each two or three participants so that each individual attending will gain experience and confidence in actually using the computer to solve a variety of problems that frequently face the governmental manager. The instructional staff will guide you through each of the steps necessary to build office budgets, track expenditures, forecast program activities, develop reports, plot statistics, and transmit data. The examples and exercises used in the workshop will be case studies drawn from governmental experiences.

Special Feature

Each participant in the seminar will have ample opportunity to obtain hands-on experience with a microcomputer and its accessories during the session. An Apple II+ microcomputer with disk drive, monitor, etc. will be provided for each two or three attendees to ensure that you have enough time on the machine both to understand how it can be used in your office and to build confidence in your ability to make the machine do what you want it to do.

Course Leader

JOSEPH L. POKORNEY is Vice President of Middlesex Research Center in Washington, D.C., where he directs MRC's microcomputer systems consulting practice.

Mr. Pokorney managed MRC's interactive video technology project for the U.S. Navy, which demonstrated the value of using interactive microcomputer and videotape training programs in the delivery of college level courses to Navy personnel on board ships at sea.

He is the principal designer of MRC's Micro Mentor™ system for computer managed video instruction. In addition to developing the software and computer protocols for the system, he integrated the videotape, Apple computer, audio subsystem, and interface boards into a stand alone instructional system.

Mr. Pokorney is a contributor to the book, **Management Guide to Computer Programming**, and is a Professional Engineer registered in the State of Massachusetts. He has presented numerous papers and written extensively on the application of systems management techniques to data processing management. He is a Professor of Systems Engineering in the Graduate School of Engineering at George Washington University.

Course Outline

A Brief Primer:
Personal computing for managers and executives.

- Why executive computing makes sense now.

- A hardware primer; the basic components of an executive computing system.

- An overview of what's available now, off-the-shelf.

- A software primer; the fundamentals of spreadsheets, database systems and graphics packages.

- The comparative economics of dedicated personal computers versus shared main frame computers.

The Fundamentals of Computers
What you have always wanted to know about computers but could not translate into English when you were bold enough to ask.

- The basic components of a computer system. What does each component do? How does it work?

- An introduction to software. What is it? How does it work? How do you make software work for you?

- Some technical concepts and terms you should understand. Also some basics. Where is the on-off switch? Which side goes up when you put a disk into the disk drive? How does the computer keyboard differ from a typewriter keyboard?

Electronic Worksheets and how to use them.

- The characteristics of an electronic worksheet. How to enter labels, data and formulas.

- How to save, retrieve, and update a worksheet.

- Worksheet applications in program planning and budgeting, in program analysis and "what if" models, and in scheduling and milestone tracking.

Filing and Reporting Systems

- File management software and what it can do for the line manager.

- How to define a file structure, store and maintain data, and retrieve needed information.

- How to create report formats, call for reports from a file management system, and then make changes to your report formats.

- File management applications for a program data base and an administrative data base; how to print customized reports for your application.

Graphics Packages and their management use.

- Developing standard graphics presentations; i.e., pie charts, bar charts, trend lines, etc.

- Printing graphics directly from a data base.

Personal Computers and Telecommunications

- Electronic mailboxes and electronic message boards — what are they and how do they work?

- Computer networking and how to link your computer into a computer network.

- Applications in intra-agency data transmissions.

Personal Computers in Government:
Other considerations

- Acquiring personal computers within the limits of Federal procurement and other regulations.

- The decentralized personal computer and your agency's centralized computer center — key policy issues.

- Justifying personal computer acquisition in the budget process.

- Selecting hardware and software — what to look for and what to avoid.

- Integrating the personal computer into your operations — the people issues.

Registration Information

LOCATION

The Seminar will be conducted at the Stouffer's National Center Hotel in Crystal City, Virginia. Just a short walk from the Metro stop. Free parking at the hotel.

SEMINAR FEE

The $535 fee includes tuition, all luncheons, and all seminar materials. It is payable to Middlesex Research Center.

ENROLLMENTS

You may enroll by returning the registration form included in this brochure or by telephoning our Registrar at (202) 333-1925.

Ten percent discounts for groups of three or more are intended to encourage participation by teams and implementation "cadres", and apply only to registrations made for one program session by a single agency source.

CANCELLATIONS

Registrations cancelled less than 7 days prior to the beginning of the Seminar are subject to a $50 charge.

FURTHER INFORMATION

For further information, call (202) 333-1925.

🏛 **MRC, Inc.**

The Middlesex Research Center (MRC) is a research, consulting, and educational organization providing a broad range of management services to public purpose organizations.